



info memo – April 27, 2007

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BA Branding Survey

Kuhn and Wittenborn Advertising is turning to the citizens of Broken Arrow as the company works to develop a new identity for the city.

All are encouraged to visit the city's Web site at www.brokenarrowok.gov to participate in a brief survey regarding current perceptions of Broken Arrow. Kuhn and Wittenborn will utilize this feedback as it chooses a direction for the city's new image/logo.

In addition, the city has formed a steering committee to help lead this branding effort. The committee consists of local business owners, longtime residents, community leaders and representatives from the school district, Chamber of Commerce and Convention and Visitors Bureau.

The city plans to unveil a new identity in late summer.

Public Meeting Scheduled on Reserve Center Acquisition

The Broken Arrow Planning Commission will hold a public hearing at its May 10th meeting to receive citizen input on a redevelopment plan for the Navy-Marine Corps Reserve Center property at 1101 N. 6th Street.

The property was declared excess to the Department of the Navy on Jan. 23, 2006.

On May 1, 2006, the Broken Arrow City Council created the Armed Forces Reserve Center (AFRC) Broken Arrow Local Redevelopment Authority (LRA) with Resolution 427. The duties of the LRA include receiving the necessary public input, supplying information about this site to interested parties, holding public hearings, and making a final recommendation concerning the reuse of the property.

In addition to the public hearing on May 10th, the LRA and the City has made available a copy of its complete report on the project on its website www.brokenarrowok.gov with a link from the Home Page. An advertisement was placed in a local newspaper July 7th, acknowledging the availability of surplus federal property to state and local eligible parties, including homeless service providers. The only notice of interest submitted was from the City of Broken Arrow.

New Gym Hours at Nienhuis

The new spring and summer hours at Nienhuis Park are now in effect.

Nienhuis Park Community Center and gymnasium is open from 7 a.m. to 9 p.m. Monday through Friday, and 1 p.m. to 5 p.m. Saturdays. There is no charge to use the facilities, but individuals must have a City ID card. Those can be obtained at no charge in either the Central Park or Nienhuis centers.

There are two full courts at Nienhuis which can be used for basketball, volleyball, badminton and pickle ball. There are designated times for adults and youths to utilize the facility. Every weekday from 4 to 6 p.m., the gym is open to those 18 and under. After 6 p.m., the entire family is welcome. Saturdays are open to all age groups.

Scheduled activities for the gym include league nights on Mondays; open volleyball and basketball on Tuesdays; open badminton and basketball on Wednesdays; open volleyball and basketball Thursdays; open basketball Fridays; and open badminton and basketball on Saturdays.

Check Out BA Weather on TV24

Viewers of the City's municipal government television channel, TV 24 over Cox Cable, can now get regular updates on the weather in downtown Broken Arrow.

Weather monitoring equipment is mounted on City Hall, and live reports are provided on the Intranet for City employees. TV 24 has now linked to those reports and carries the updates throughout the day and night.

The page will remain on your TV screen for 30 seconds and includes current temperature, wind and wind speed, humidity, rainfall, dew point, barometric pressure and highs and lows for the day.

Spring Clean-Up Day May 5th

Spring Clean-Up 2007 will be held Saturday, May 5th, at the City of Broken Arrow Maintenance Center, 1700 W. Detroit (behind Rhema), from 8 a.m. to 4 p.m.

Traffic is traditionally heavy throughout the day, with vehicles coming from both Aspen and Elm Place to the south entrance of the facility. Cars, trucks and trailers of city residents will be filing into the entrance and will be permitted to dump yard trash, garage trash, old furniture and appliances (those without compressors with freon gas). Residents are not limited to the number of trips they can make.

City personnel will be available to help unload if needed.

There will be a special area set up for tree limbs and branches just inside the Maintenance Center (on the west, or left-hand side near the "salt igloo"). The main pile for other items will be straight ahead for those entering from Detroit.

Old tires, batteries, compressors with freon or other gasses, oil, antifreeze, paint and hazardous materials will not be accepted.